

Iowa WIC Vendor Newsletter

Volume 16 Issue 10 September 2015 eWIC Edition

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Iowa WIC Toll-Free In-State
800-532-1579

Iowa WIC Secretary
515-281-6650



When will eWIC (Iowa WIC Electronic Payment) begin?

- Pilot will begin the week of October 25, 2015.

Where will the pilot be conducted?

- Pilot will be conducted in Lucas, Marion, Monroe, Warren, and Wayne Counties.
- All current WIC Authorized stores in these counties will be a part of the pilot.

How long will the pilot last?

- The pilot will be completed approximately the last week in January, 2016.

When will other stores receive training?

- eWIC implementation will take place by local agency not statewide at one time.
- Stand beside retailers within each implementation area will receive a packet from FIS approximately 30 to 45-days prior to implementation. Please complete and return information packet prior to the date printed within the packet.
- Training and delivery of stand beside equipment will take place approximately 30-days prior to issuance of electronic WIC benefits.
- The final agency to be converted is Pottawattamie County, Council Bluffs area approximately May 23, 2016.

General eWIC Information

- eWIC is the electronic equivalent to paper vouchers for processing WIC.
- Iowa eWIC system is an online system, each WIC family will receive one magnetic stripe card.
 - Family benefits will be accumulated onto one card.
- The participant will swipe the eWIC card and input their unique PIN to activate the program.
- During a transaction, shoppers may buy one or all items they have available.
- The system determines what the shopper may purchase according to the APL file and the benefits the participant has remaining on the eWIC card.

CDP / FIS Contact Information (eWIC Contacts)

- | | | |
|---------------------------------------|-----------------------|----------------------------|
| • Retail Relationship Manager (CDP) | Jim Chilcoat | Jim.Chilcoat@cdpehs.com |
| | 502.695.1999 Office # | 859-779-5332 Cell# |
| • Retail Deputy Project Manager (CDP) | Steven Jeantet | Steven.jeantet@cdpehns.com |
| • Senior Program Manager (FIS) | Gail Lumsden | Gail.lumsden@fisglobal.com |
| | 414.815.1410 | |
- **Questions regarding WIC 2015-2018 Approved Foods (APL), Not to Exceed Values (NTE) and participant/check issues should be directed to the Iowa WIC Program; 515-281-6650 (Toll-Free 800-532-1579 In-State).**
 - **Questions regarding cash register/front-end (FE) equipment should be discussed with the store's POS (Point of Sale) provider or the store's corporate office.**

What is eWIC?

- eWIC is the electronic equivalent to paper vouchers (checks) for processing WIC.
- The Iowa WIC card is an online magnetic stripe card.
- All eWIC cards require the use of a PIN (Personal Identification Number) to activate the card.

What is WIC Direct?

- WIC Direct is the name of the eWIC host processing system.
- WIC Direct was developed by CDP.
- WIC Direct is already processing WIC payments in Kentucky, West Virginia, Florida, Massachusetts, Wisconsin and currently piloting the Oregon project.

What retailer information is required for Stand Beside System?

- Participants are required to separated WIC items. WIC items are rung up as a separate transaction just as they are today with WIC checks.
- Contract with FIS for Stand Beside Devices.
- Stores will be required to furnish banking information (Account information) to FIS.
- FIS will ship and support the stand beside devices.
 - Devices will not be shipped until contracts are signed and the banking information has been received by FIS.
- Stand Beside Training
 - Training will be conducted via telephone by FIS.
 - Assistance will be available through FIS if needed.
- Stand Beside Contact Information

Gail Lumsden Senior Program Manager—Government Solutions (FIS)
Gail.Lumsden@fisglobal.com
414-815-1410



Who are the contact persons for Integrated Systems ?

- Integrated Front End systems may use the “Mixed Basket” approach — all items may be processed in one transaction “Everything On The Belt”. Participants do not need to separate WIC items from non-WIC items in stores with integrated cash register systems.

Jim Chilcoat Retail Relationship Manager CDP
 Jim.Chilcoat@cdpehs.com 502-695-1999
 Steven Jeantet Deputy Project Manager CDP
 Steven.Jeantet@cdpehs.com

Are stores required to tag/label items as “WIC Approved”?

- Stores are not required to place “WIC Approved” tags/labels in front of WIC Approved items.
- If your store elects to identify WIC Approved items, all items within a category are required to be tagged. Stores are not allowed to only identify a specific brand or label.
- Will stores need to maintain “**WIC Allowed flags/toggles**”? No, the APL (Approved Product List) will be maintained by the WIC Program — the APL becomes the stores “flagged items listing”.
- Examples of authorized WIC Approved tags:



Approved Product List questions:

- How are the approved foods listed in the APL?
 - All items are listed by UPC (Universal Product Code) or PLU (Product Look Up)
- How Often is the Approved Food List reviewed and/or adjusted?
 - The foods appearing on the Approved Products list are reviewed every 3-years. The current Approved Products are in effect October 1, 2015 through September 30, 2018.
 - Stores are required to re-refresh their electronic APL file daily to insure the store has the most current listing of UPCs for each of the food categories/subcategories. The daily re-refresh is required to accommodate any UPCs that may have changed due to package size changes or new UPC being added to the Approved Products List.
- If there is an approved item that does not appear in the APL, how can a store override this item?
 - Stores will not be able to override UPC or PLU items.
 - Errors or missing UPC information should be communicated to the Iowa WIC Program
 Iowa Department of Public Health
 Attn: WIC Vendor Section
 321 East 12th Street
 Des Moines, Iowa 50319-0075

 515-281-6650
 800-532-1579 (In-State Toll Free Number)
- If there are missing UPCs, who corrects or updates the codes?
 - Any adjustments, including the addition of new UPC's will be made by the State WIC office. There will be a UPC submission form available on the Iowa WIC website (www.idph.state.ia.us/wic). A paper copy may be requested by contacting the WIC Vendor Section:
Telephone # 515-281-6650 OR via email sherry.smith@idph.state.gov
- Are in-store created PLU/UPC's allowed?
 - Retailer Specific Codes will not be in the APL file.
 - Retailer Reserved (UPC 4 and UPC 9) codes will not be in the APL file
 - Retailer "BRANDED" products are allowed as long as they are encoded with the retailers' manufacturer number following UPCA labeling rules.
 - Retailer created PLU Codes are NOT in the APL file and will not be maintained
 - **ONLY International Federation For Produce Standards (IFPS)** PLU's will be maintained in the APL file. A listing of IFPS codes may be found at: info@plucodes.com

When and where will eWIC Pilot take place**eWIC Pilot — WIC Electronic Benefits**

Where: Marion County WIC Agency—including Lucas, Marion, Monroe, Warren and Wayne Counties

When: Week of October 19, 2015 — local WIC agency will be converted to eWIC

eWIC benefits issued: Week of October 26, 2015

Iowa Department of Public Health
Attn: Iowa WIC Program
Lucas State Office Building
321 East 12th Street
Des Moines, Iowa 50319-0075

Attn: Store Management and Store Associates
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Iowa Program Vendor Contacts

WIC Vendor Coordinator—Don Gourley	515-281-6205	donald.gourley@idph.iowa.gov
WIC Vendor Representative—Ken Kane	515-281-3929	kenneth.kane@idph.iowa.gov
WIC Vendor Nutritionist—Nicole Newman	515-281-4545	nicole.newman@idph.state.gov
WIC Bureau Secretary—Sherry Smith	515-281-6650	sherry.smith@idph.state.gov
In-State Toll Free #: 800-532-1579		State WIC FAX#: 515-281-4913

Iowa Department of Public Health

Attn: Iowa WIC Program

321 East 12th Street

Des Moines, Iowa 50319-0075

Iowa Web site: www.idph.state.ia.us/wic

FNS Web site: <http://www.fns.usda.gov/wic>.

Iowa WIC Facebook site: www.idph.state.ia.us/wic



The Iowa WIC Program reserves the right to limit the purchase of products that cost more than average price of similar products, in order to serve as many participants as possible under USDA guidelines. Products with special claims may not be approved.

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